

PTO/SB/80 (31-08)

Approved for use through 12/31/2008, OMB 0861-0036  
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**POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO**

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒ Practitioners associated with the Customer Number:

73552

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☒

The address associated with Customer Number:

73552

OR

<input type="checkbox"/> Firm or Individual Name			
Address			
City	State	Zip	
Country			
Telephone	Email		

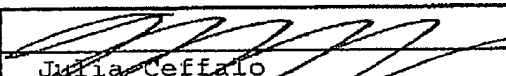
Assignee Name and Address:

Gutenberg Printing LLC  
2215-B Renaissance Drive  
Suite 5  
Las Vegas, Nevada 89119

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

**SIGNATURE of Assignee of Record**

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

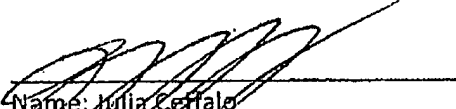
Signature		Date	01 OCT 2010
Name	Julia Ceffalo	Telephone	
Title	Authorized Person for Gutenberg Printing LLC		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1460, Alexandria, VA 22313-1460. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

DECLARATION REGARDING AUTHORITY TO SIGN ON BEHALF OF A LEGAL ENTITY  
37 C.F.R. 3.73(b)(2)(i)

I, Julia Ceffalo (whose title is supplied below), hereby declare that I am authorized to sign on behalf of Gutenberg Printing LLC.

  
Name: Julia Ceffalo  
Title: Authorized Person for Gutenberg Printing LLC

01 OCT 2010  
Date

PATENT APPLICATION  
Docket No. 4520-0003

STATEMENT UNDER 37 CFR 3.73 (b)

Application No.: 09/810,716 Confirmation No.: 2184  
Filing Date: 03/16/2001  
Title: WEB APPLICATION GENERATOR

Gutenberg Printing LLC, whose principal place of business is located at 171 Main Street, #281, Los Altos, California 94022, states that it is:

1. ☒ the assignee of the entire right, title and interest; or
2. ☐ an assignee of less than the entire right, title and interest  
The extent (by percentage) of its ownership is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Inventor To: HOTLENS.COM INC  
The document was recorded in the Patent and Trademark Office at  
Reel 011629, Frame 0589.
2. From: HOTLENS.COM INC To: Gutenberg Printing LLC  
The document was recorded in the Patent and Trademark Office at  
Reel 015213, Frame 0050.

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.  
[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

Date: October 5, 2010

Signature

/Stephen S. Ford/  
STEPHEN S. FORD  
Reg. No. 35,139  
Attorney for Assignee